

**B.Tech. – VIEP – MECHANICAL ENGINEERING
(BTMEVI)**

Term-End Examination

00532

December, 2017

BIMEE-021 : TECHNICAL ENTREPRENEURSHIP

Time : 3 hours

Maximum Marks : 70

Note : Answer any five questions. All questions carry equal marks.

1. (a) Explain the role of decision-making factors in entrepreneurship. 7
- (b) Discuss in detail, the barriers to entrepreneurship. 7
2. (a) Describe the procedure adopted for formulation of a new business plan by an entrepreneur. 7
- (b) Discuss the importance of selecting a plant location layout for an entrepreneur. 7

3. (a) How is a small scale industry defined ? Explain the procedure and formalities for establishing a small scale enterprise. 7
- (b) What are the objectives of market research ? Explain the steps taken in the market research process. 7
4. (a) Describe in brief, various methods of sales promotional techniques in marketing. 7
- (b) What is Market Assessment ? Why is market assessment required ? Give justifications for your answer. 7
5. (a) Explain any two methods of demand forecasting. Discuss their merits and limitations. 7
- (b) With an example, describe the process of a detailed business plan. 7
6. (a) With examples, elaborate the importance of advertising in marketing. 7
- (b) How does cost analysis help a new entrepreneur ? Discuss the principles of cost analysis. 7

7. Write short notes on the following :

$$4 \times 3 \frac{1}{2} = 14$$

- (a) **Break-Even Analysis**
 - (b) **Characteristics of a Good Salesperson**
 - (c) **Creativity and Innovation in Entrepreneurship**
 - (d) **Economic Feasibility Analysis**
-